

Reichert Drives Toward Success With Auto Industry and Minster.

Reichert Stamping Company
Toledo, Ohio



Reichert Stamping Company, Toledo, Ohio, has recently driven itself to the top of the industry -- through the automotive field.

Founded in 1924 by Paul F. Reichert, the grandfather of the current owners and officers, the company originally served the plumbing industry with copper floats. Even today as you enter the lobby, you will see the original patent proudly displayed on the wall.

Under the second owner, Paul F.H. Reichert, the company continued to manufacture floats but then ventured into the automotive industry. That decision proved to be a profitable one for the company. Then named Reichert Float & Manufacturing Company, the company grew from occupying 3600 square feet to over 80,000 square feet in a few short years.

Since the 1950's, Reichert Stamping has concentrated on automotive stamping and small assemblies. "Until 1987, most of the growth we

sustained was attributed to steering column, brake, and engine components," said Paul B. Reichert, Chairman of the Board. Since that time, Paul and brother Robert, the current co-owners, have actively pursued expanding the business into other automotive areas and now maintain a facility in excess of 138,000 square feet.

"The largest growth for Reichert Stamping has been the result of creating parts for the ABS brake system and for both driver-side and passenger-side air bag systems. Our ultimate goal is to become a world class supplier of high-quality stampings and assemblies that are delivered on schedule," says Paul.

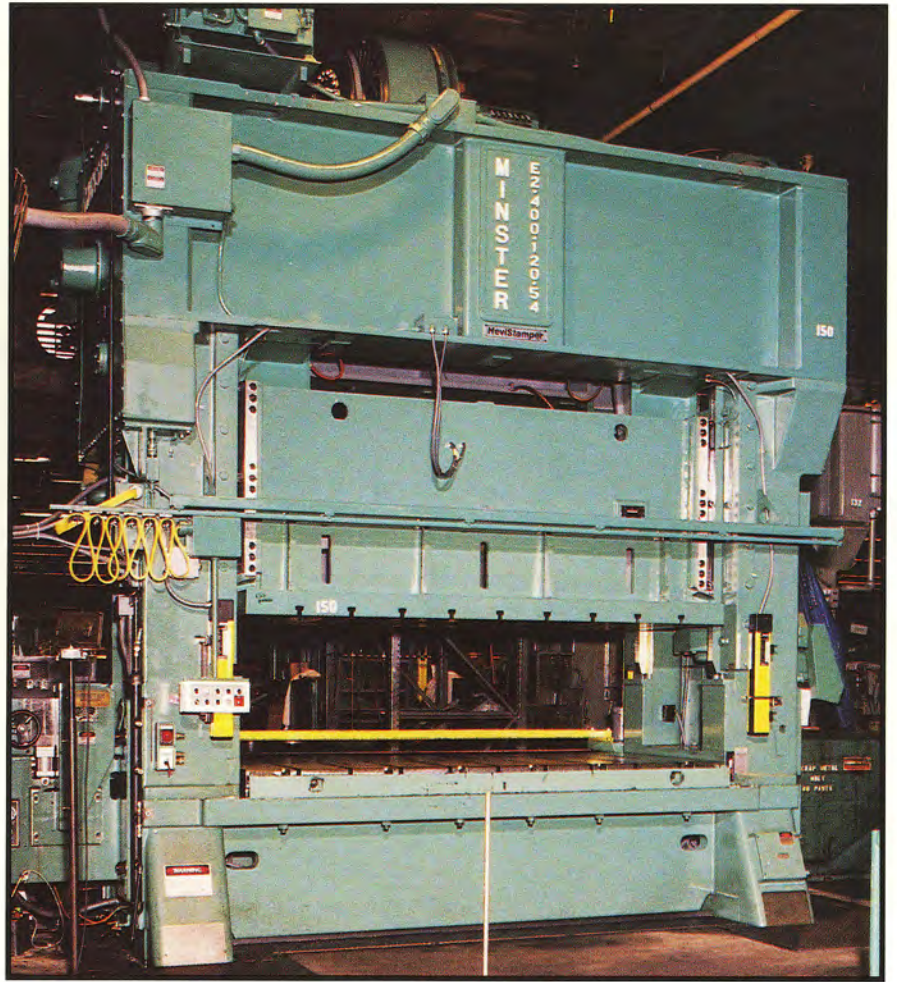
Reichert Stamping does not have to go far to reach that goal. With ten presses including Minster E2 HeviStampers and P2 Piece-Makers to the 185 dedicated employees serving the company, Reichert Stamping was

recently nominated for Ford Motor Company's Q-1 award. They also received awards in Quality, Service, and Technology from General Motors.

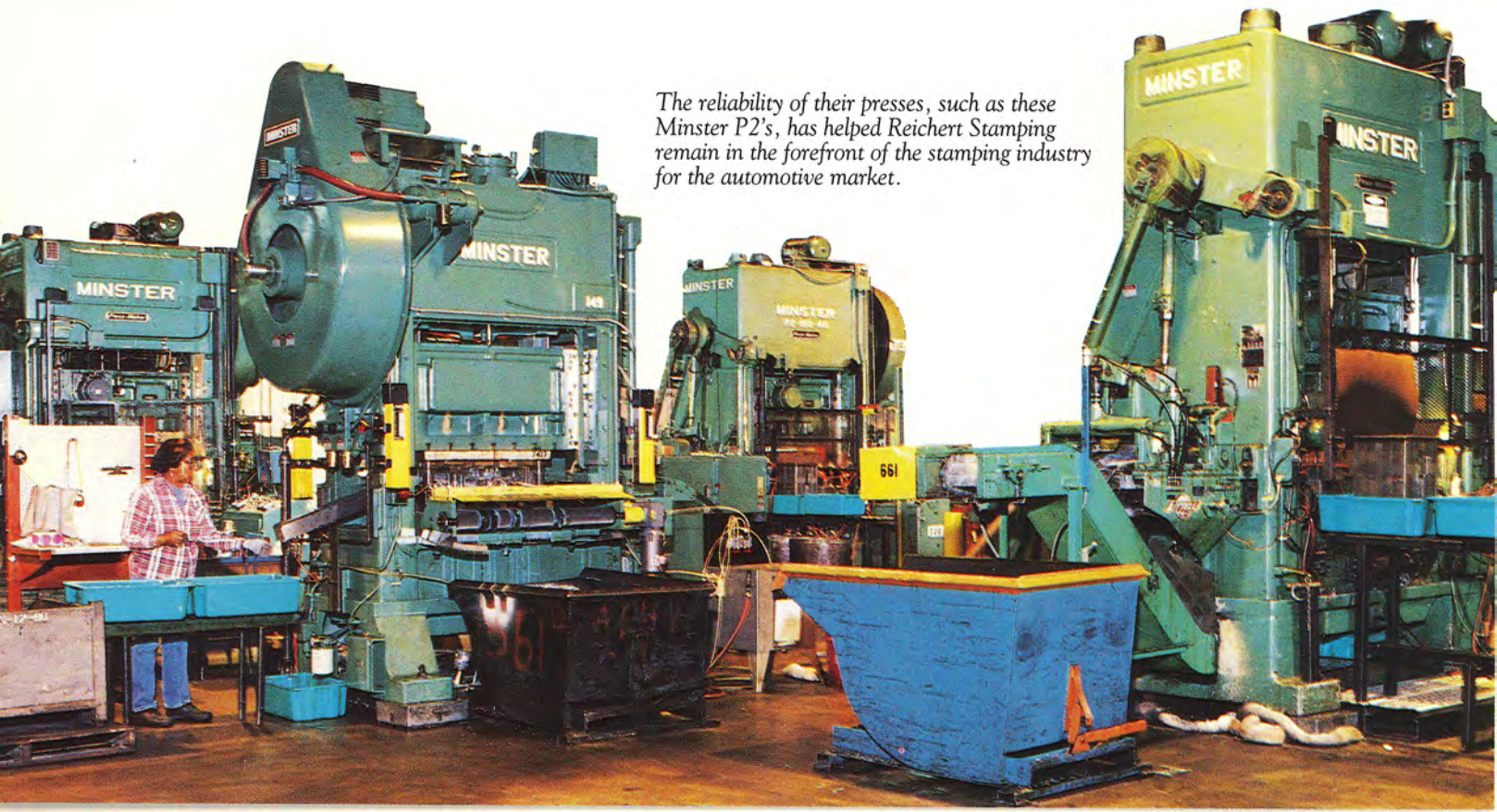
"Our products have to be of the highest quality. The consumer must be able to depend on them for an average of 15 to 20 years," says Paul. "That's one of the reasons we depend so heavily on Minster presses."

The Reicherts accredit their employees' hard work and dedication to the company's success; however, they recognize that Minster presses are a key ingredient to manufacturing superior quality products.

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Reichert Stamping's newest Minster, an E2-400 with Minster Electric Feed, will be fully-installed and operational in December of 1993.



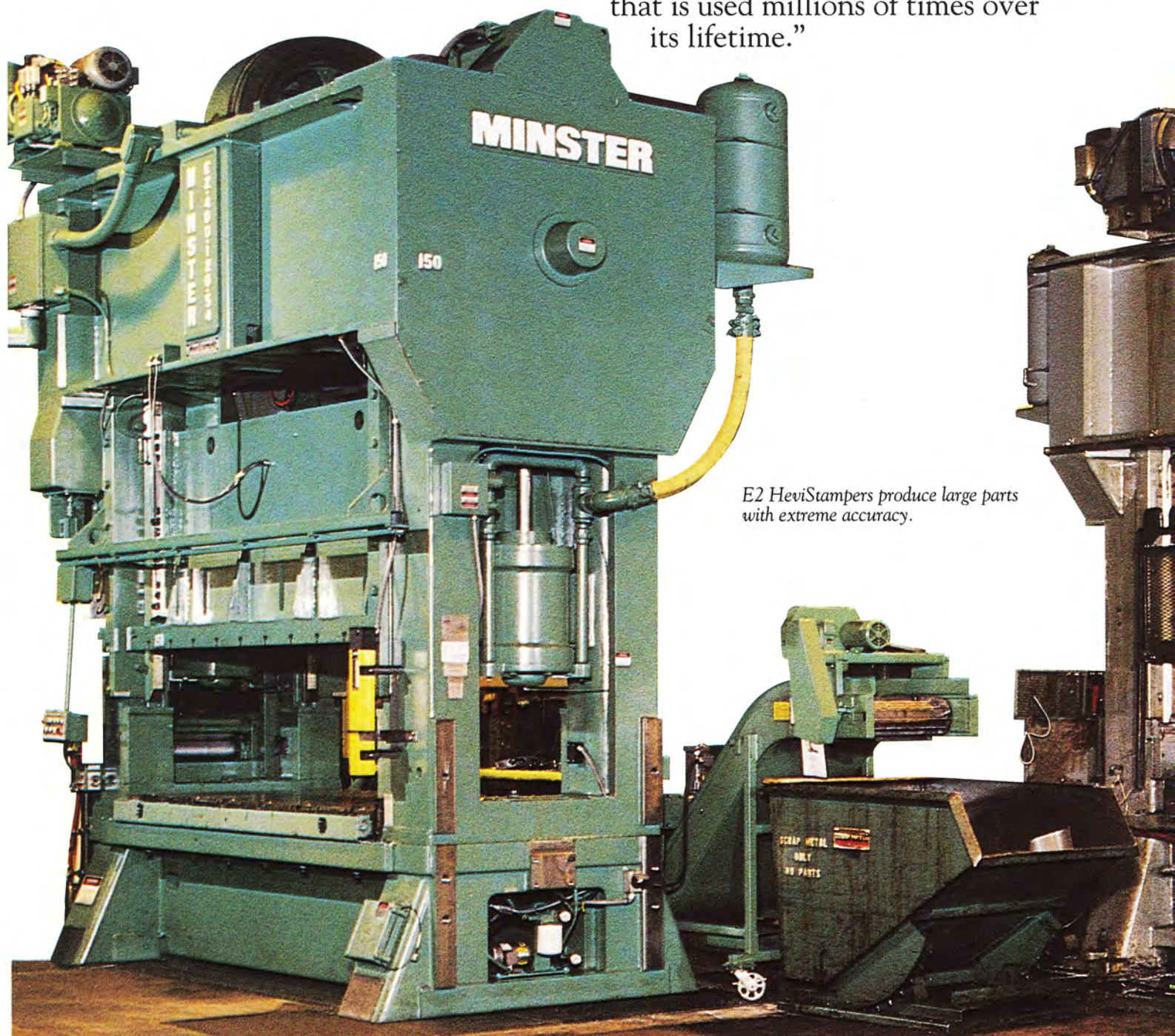
The reliability of their presses, such as these Minster P2's, has helped Reichert Stamping remain in the forefront of the stamping industry for the automotive market.

“Minster’s sales and service departments are the most impressive in the industry, but the presses’ reliable performance is what really sets their products apart from other companies’. Everyone in the industry knows that downtime can be costly if the problem is not solved immediately. That is not a concern with Minsters. Our presses are extremely reliable. And should a problem develop, Minster is always just a phone call away, available to advise us and help to keep us in production.”

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Chairman of the Board
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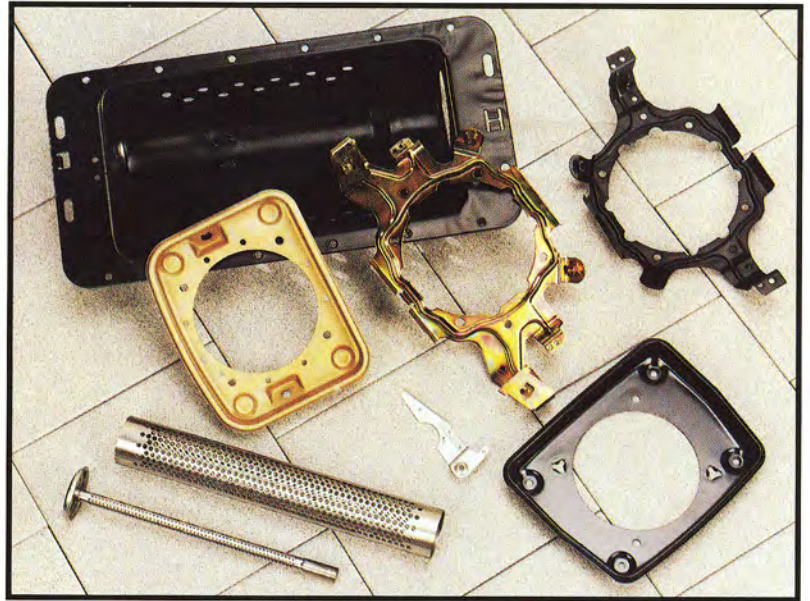
The Reicherts insist that Minster presses have improved their productivity. “When we put a die in a Minster, we know it’s going to hit every time. That says a lot for a piece of machinery that is used millions of times over its lifetime.”



E2 HeviStampers produce large parts with extreme accuracy.

Reichert Stamping plans to continue looking into new and innovative fields in which the company can venture, both in and out of the automotive industry. They also plan to continue using Minster presses.

“For 70 years now our continued success has been our ability to respond quickly with quality stamped parts -- a reason we depend on Minster presses. We hope the relationship between Reichert and Minster will continue for a long time to come.”



Parts such as these for automotive air bag systems are produced exclusively on Minster presses at Reichert Stamping Company.

